

**DIP-A-2032**

**DIJ-01**

**DIPLOMA EXAMINATION — JULY 2024**

Diploma and Journalism

**PRINCIPLES OF JOURNALISM AND MASS  
COMMUNICATION**

Time : 3 hours

Maximum marks : 70

**PART A — (3 × 3 = 9 marks)**

Answer any **THREE** questions out of Five questions in  
100 words.

All questions carry equal marks.

1. List out the types of mass media.
2. Define Journalism.
3. What is News agencies?
4. List out the types of communication.
5. Write down the types of Media.

PART B — ( $3 \times 7 = 21$  marks)

Answer any THREE questions out of Five questions in  
200 words.

All questions carry equal marks.

6. Explain about Audience-Centered Approach.
7. Define mass media. Explain any two principles.
8. Discuss in detail about Persuasion Techniques.
9. Describe in detail about any two types of Journalism.
10. Define communication. Explain intrapersonal communication.

PART C — ( $4 \times 10 = 40$  marks)

Answer any FOUR questions out of Seven questions in  
500 words.

All questions carry equal marks.

11. Explain in detail about types of Journalism.
12. Discuss the journalistic terms Anchor, Beat, Byline.
13. Elaborate Roles of Journalism in Democracy.

14. Describe about mass media in India.
  15. Explain in detail about Media Freedom.
  16. Discuss about Print media in India.
  17. Define News Agency and explain its function.
-

**DIP-A-2033**

**DIJ-02**

**DIPLOMA EXAMINATION — JULY 2024**

Diploma and Journalism

**SURVEY OF INDIAN PRESS**

Time : 3 hours

Maximum marks : 70

**PART A — (3 × 3 = 9 marks)**

Answer any **THREE** questions out of Five questions in  
100 words.

All questions carry equal marks.

1. Write about the first newspaper in India.
2. Define Magazine.
3. What is News?
4. List out five topmost newspapers in India.
5. Write down the types of magazines.

PART B — ( $3 \times 7 = 21$  marks)

Answer any THREE questions out of Five questions in  
200 words.

All questions carry equal marks.

6. Explain about Early Indian newspapers.
7. Define newspaper. Explain Role of Indian press.
8. Discuss in detail about Times of India newspaper during independence.
9. Describe in detail about any two types of magazines.
10. Mobilization of newspapers. Discuss.

PART C — ( $4 \times 10 = 40$  marks)

Answer any FOUR questions out of Seven questions in  
500 words.

All questions carry equal marks.

11. Explain in detail about Growth and Development of Tamil News papers.
12. Discuss in detail about the Press Acts and Restrictions.

13. Elaborate Role in Independence Movement in detail.
  14. Explain the Globalization Impact on Early Post-Independence Period.
  15. Discuss in detail about Indian press challenges faced on independence period.
  16. Write in detail about the History of five topmost language newspapers.
  17. Write in detail about resistance to colonial censorship.
-

**DIP-A-2034**

**DIJ-03**

**DIPLOMA AND JOURNALISM  
EXAMINATION — JULY 2024**

**REPORTING AND PRESS LAWS**

Time : 3 hours

Maximum marks : 70

**PART A — (3 × 3 = 9 marks)**

Answer any **THREE** questions out of **FIVE** questions in  
100 words.

All questions carry equal marks.

1. Define News.
2. List out the types of News sources.
3. Write about the Data Journalism.
4. What is Reporting?
5. List out the Types of Questions in reporting.

PART B — ( $3 \times 7 = 21$  marks)

Answer any THREE questions out of Five questions in  
200 words.

All questions carry equal marks.

6. Explain about the elements of news.
7. Define Interview. Explain its types.
8. Discuss in detail about Preliminary Research
9. Describe about sports reporting.
10. Ethical Reporting. Discuss.

PART C — ( $4 \times 10 = 40$  marks)

Answer any FOUR questions out of Seven questions in  
500 words.

All questions carry equal marks.

11. Explain in detail about elements and sources of News.
12. Discuss in detail about the Reporting techniques.
13. Elaborate the responsibilities of a journalist.
14. Explain the Code of ethics for newspapers



15. Discuss in detail about Press laws.
  16. Write in detail about the registration rules of newspapers.
  17. List out the salient Features of India constitution.
-

**DIP-A-2035**

**DIJ-04**

**DIPLOMA EXAMINATION – JULY 2024.**

**Diploma and Journalism**

**EDITING AND SPECIALISED WRITINGS**

**Time : 3 hours**

**Maximum marks : 70**

**SECTION A — (3 × 3 = 9 marks)**

**Answer any THREE questions out of Five questions  
in 100 words.**

**All questions carry equal marks.**

1. Define Proofreading.
2. List out the types of Magazines.
3. Write about Photo-journalism.
4. What is Headlines?
5. List out the Types of Journalism.

SECTION B — ( $3 \times 7 = 21$  marks)

Answer any THREE questions out of Five questions  
in 200 words.

All questions carry equal marks.

6. Explain about page makeup.
7. Define Magazine. Explain its types.
8. Discuss in detail about freelancing.
9. Describe about editorial writing.
10. Discuss the importance of Columnists.

SECTION C — ( $4 \times 10 = 40$  marks)

Answer any FOUR questions out of Seven questions  
in 500 words.

All questions carry equal marks.

11. Explain in detail about editing techniques.
12. Discuss in detail about Feature writing.
13. Elaborate the uses of Columns in page making.

14. Explain the photo editing
  15. Discuss in detail about Magazine editing.
  16. Write in detail about the Photo Journalism.
  17. Define the Term Review and Criticism. Explain them with an example.
-

**DIP-A-2036**

**DIJ-05**

**DIPLOMA EXAMINATION – JULY 2024.**

**Diploma and Journalism**

**ADVERTISING AND PUBLIC RELATIONS**

**Time : 3 hours**

**Maximum marks : 70**

**SECTION A — (3 × 3 = 9 marks)**

**Answer THREE questions out of Five questions  
in 100 words.**

**All questions carry equal marks.**

1. Define the term Ad (Advertisement) Agency.
2. List out the types of Advertisements.
3. Write about Public relations.
4. What is Publicity?
5. List out the Types Ad agency.

SECTION B — ( $3 \times 7 = 21$  marks)

Answer any THREE questions out of Five questions  
in 200 words.

All questions carry equal marks.

6. Explain about any two types of Ad agency.
7. Define Market Research. Explain its types.
8. Discuss in detail about Crisis Management.
9. Describe about content marketing.
10. Discuss the importance of Public relation in Advertising.

SECTION C — ( $4 \times 10 = 40$  marks)

Answer any FOUR questions out of Seven questions  
in 500 words.

All questions carry equal marks.

11. Explain in detail about types of public relation.
12. Discuss in detail about Publicity.
13. Elaborate the uses of Ad agencies in Advertising.
14. Explain the Media Relations in Advertising.

15. Discuss in detail about Professional organisations for PR.
  16. Write in detail about the Organizational Structure of Advertising Agencies.
  17. What do you mean by digital PR? How it is different from traditional PR?
-

**DIP-A-2037**

**DIJ-06**

**DIPLOMA EXAMINATION – JULY 2024.**

**Diploma and Journalism**

**NEWSPAPER MANAGEMENT AND  
CURRENT AFFAIRS**

**Time : 3 hours**

**Maximum marks : 70**

**SECTION A — (3 × 3 = 9 marks)**

**Answer any THREE out of Five questions  
in 100 words.**

**All questions carry equal marks.**

1. Define newspaper.
2. List out the types of Advertisements.
3. Write about UNO.
4. What is Report Writing?
5. List out the Types Process of newspaper production.



SECTION B — ( $3 \times 7 = 21$  marks)

Answer any THREE questions out of Five questions  
in 200 words.

All questions carry equal marks.

6. Explain about any two types of Process of newspaper production.
7. Define Digital Department. Explain its types.
8. Discuss in detail about Human Resources (HR) Manager.
9. Describe about content marketing.
10. Discuss the importance of Executive Leadership.

SECTION C — ( $4 \times 10 = 40$  marks)

Answer any FOUR questions out of Seven questions  
in 500 words.

All questions carry equal marks.

11. Explain in detail about Process of newspaper production.
12. Discuss the Key Components of the United Nations.
13. Elaborate Circulation management.
14. Explain in detail about Privatization.

15. Discuss in detail about Executive Branch.
  16. Write in detail about International Political Organizations.
  17. Draw the structure of Editorial department and explain its function.
-